GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:462
ANSWERED ON:14.08.2007
CIRCULATION OF INDIAN NEWSPAPERS
Mondal Shri Abu Ayes

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the circulation of the Indian newspapers has been increasing over the years;

(b) if so, the details thereof, during each of the last three years including current year;

(c) whether the Government proposes to support small and medium newspapers financially to increase their circulation;

(d) if so, the details thereof;

(e) whether the Government also proposes to review the norms to empanel newspapers with DAVP from three years to one year accordingly; and

(f) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) Yes, Sir.

(b) The details of circulation for the year 2003-04, 2004-05 and 2005-06 are at Annexure.

(c) No, Sir.

(d) Does not arise.

(e) & (f) : The norms to empanel newspapers with DAVP were reviewed recently and the following provisions have been made with effect from 15.5.2007 in the Advertisement Policy:

(a) To provide special encouragement for newspapers in vernacular languages like Urdu, Sanskrit, Kashmiri, Dogri, Khasi, Santhali, Bodo, Konkani, Maithali, Manipuri and Nepali languages, empanelment can be considered after 12 months of publication instead of 3 years.

(b) In order to tap the readership potential of mass circulated newspapers, with a circulation of one lakh and above, such Newspapers would be made eligible for empanelment after a period of 1 year of publication.The circulation claim of such Newspapers will be accepted only if certified by RNI or ABC.